Start Point



SERVICE SHEET

Social media design

A feed that reads as one brand, with templates your team can reuse.

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startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

01 ABOUT THE SERVICE

Social media design

A small set of post templates, rotated, so every post looks like it came from the same brand. Monthly packs keep the feed moving.

Who it is for

- Brands that post often but look different every time
- Small teams without an in-house designer
- Campaigns that need ads in every format, fast

The problem

A feed made one post at a time never looks like one brand. Every post costs a new decision.

What changes

A small set of templates on your identity, rotated through a monthly pack, so the feed reads as one brand and your team can reuse them.

At a glance

01 4 post templates on your identity

02 Monthly pack: 12 designs + cover

03 Paid ad creative in 3 formats

04 Reusable Canva or Figma templates

05 Presentation + 2 revision rounds

AS A PACKAGE

Social starter package

23 h	2 weeks
Hours	Delivery

Price on quote · written quote within 24 h

Package sheet (PDF)

Deliverables

ITEM	QTY	FORMAT	WHEN
Post templates on your identity	4	Figma · Canva	Week 1
Monthly pack designs	12	PNG · MP4 covers	Week 2
Platform covers and profile image	1 set	PNG	Week 2
Highlight and story covers	6	PNG	Week 2
Editable templates handover	1	Figma · Canva link	Week 2

How we know it is done

- Every design comes from one of the templates
- Text stays inside each platform's safe area
- Your team can change text and photo without breaking the layout
- Arabic and English posts share one grid

Revisions

- A presentation session, then round 1 and round 2, both included.
- Send your notes in one consolidated list within 5 working days.
- A revision is a change inside the approved direction. A new direction is a new request.
- An extra round is 1 hour from your balance, or added to the quote.

Also not included for this service

- Captions and copywriting
- Scheduling and community management
- Ad budget and media buying

Process and duration

Getting started: five steps

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

The work, week by week

Week 1
Templates
Brief, content plan from you, four templates, presentation.

Week 2
Monthly pack and handover
12 designs, covers, round 1 and round 2, templates handover.

2 weeks
Social starter package · 23 h

Miss a published date through our fault and 25% of the request's hours return to your balance. Automatically.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

Conditions

The short version. The full text is in the service catalogue and on startpointit.com/terms.

Included

- A presentation session and 2 revision rounds on every request
- Open source files and 100 % ownership
- One account manager and WhatsApp support
- Official invoice, delivery via Drive or Figma

Not included unless quoted

- Development, hosting and domains
- Copywriting and translation
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Your side

- Content and assets before kick-off
- One person who approves
- One consolidated list of notes per round, within 5 working days
- Late input moves the delivery date by the same time

Revisions and changes

- A revision is a change inside the approved direction
- A new direction is a new request
- An extra round is 1 hour
- Scope changes are sent in writing with their hours and date, and start after you approve

Payment and cancellation

- Prepaid by card or bank transfer
- Larger packages can be paid in 2 stages, written in the quote
- If you cancel, hours used are deducted, with a minimum of 30 % of the service's hours

Hour credits

- Validity per pack, with one 30-day extension
- Hours move freely between services
- Your rate is fixed for the whole validity
- Credits are not refundable in cash
- Scale and Enterprise: up to 35 % of the balance per month

Ownership and portfolio

- Ownership transfers to you on full payment
- We may show the work in our portfolio unless you ask us not to, in writing

Delay guarantee

- Miss a published date through our fault and 25 % of the request's hours return to your balance, automatically

The trial

- 3 complimentary hours, valid 14 days
- After a 10-minute introductory call
- Any catalogue service up to 3 hours, one revision round
- Once per company

By the hour

On an hour balance, every item below is deducted at its published hours, whatever time it takes us.

ITEM	HOURS
Social media post	1.5 h
Five-slide carousel	4 h
Paid ad design	3 h
Monthly content pack	16 h
Story or reel cover	1 h
Reusable template	5 h
Platform cover	2 h

06

Before your call

Bring these to the 10-minute call and your written quote comes faster.

01 Your brand files

02 The month’s content plan or topics

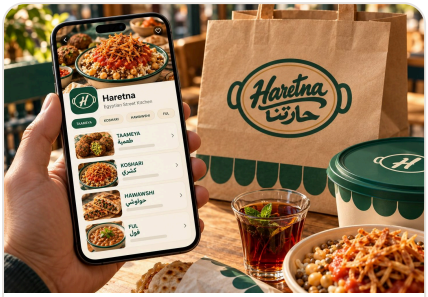
03 Platforms you post on

04 Accounts you admire

05 Photos you own or plan to shoot

06 Who writes the captions

Selected work



Haretna — Identity and Website

Haretna

Scan to open the project



Daftario — Identity, App and School System

Daftario

Scan to open the project



Tripper — Identity, App and Ops Dashboard

Tripper

Scan to open the project

Questions

Do you publish too?

We design. Scheduling and community management are not in the package.

Single posts by the hour?

Yes. One post is 1.5 hours from your balance.

Can my team edit the templates?

Yes. You get editable Figma or Canva templates in the handover.

Next step

Book a short call. You get a written quote within 24 hours, with the scope and the date fixed before you approve.

Request a quote · WhatsApp +20 101 667 0938